

Tourism and Convention

Mission. The mission of the Tourism and Convention Fund is to support and promote tourism and convention activity in Wichita.

Overview. The Tourism and Convention Fund, financed through a six percent transient guest tax on hotel and motel rooms in Wichita, provides monies to support tourism and convention, infrastructure, and promotion in the City. Guest tax funds are governed by the provisions of Charter Ordinance No. 91 authorizing funding of convention and tourism activities and operation or maintenance of Century II.

During the last year, the Mayor's Tourism Task Force has been studying the City's potential to attract tourism to Wichita. A consultant was hired to provide a report detailing Wichita's marketability by the end of July, 2000. In the report, a master marketing plan for the City will be included.

Finance and Operations. The Tourism and Convention Fund's financing and operations are well defined and prioritized. Obligations connected to debt service, improvements, and operations of Century II and the Expo Hall Convention Center require the major portion of the fund's capacity. Funds are also allocated to general tourism and convention promotion, primarily through the Wichita Convention and Visitor's Bureau. Delegate agencies other than the Convention and Visitor's Bureau receive less than four percent of the Budget.



Old Cowtown Museum is a unique, 17-acre living history museum that recreates Wichita and Sedgwick County, Kansas from 1865 to 1880.

Recent capital investments in convention facilities in the East Bank and Old Town areas have added new debt, increasing the fund's annual expenditures. Debt service on a conference center parking facility and the new Century II and Expo Hall energy complex began in 1998. Obligations associated with the Hotel at Old Town parking facility started in 2000. Most significantly, the City's annual debt service commitment to the East Bank conference center began in 2000. The East Bank debt service escalates to over \$1.2 million in 2005 and has a considerable impact on the amount of funding available for other projects. Location fees are also included in this year's budget for the Women's International Bowling Congress, scheduled to occur in 2004.

Tourism and Convention Fund Budget Summary					
	1999 Actual	2000 Adopted	2000 Revised	2001 Adopted	2002 Approved
Tourism and Convention Revenue	4,229,885	4,633,210	4,370,270	4,402,970	4,443,460
Budgeted Expenditures:					
Century II/Expo Hall	2,290,950	1,895,940	2,065,140	1,754,820	1,815,450
Convention & Visitor's Bureau/promotion	1,168,565	1,538,880	1,339,880	1,413,530	1,427,320
Convention facilities	780,520	974,670	904,670	940,950	946,670
Delegate agencies	180,094	175,220	175,220	175,220	175,220
Other	53,130	53,130	53,130	53,130	53,130
Total Tour. & Convention Expenditures	4,473,259	4,637,840	4,537,840	4,337,650	4,417,790
Revenue Over (Under) Expenditures	(243,374)	(4,630)	(167,570)	65,320	25,670
Tourism & Convention Fund Balance	291,858	49,562	124,288	189,608	215,278